

MULTIMEDIA DESIGNER

JUAN-MARCOS GOMEZ

PROFILE

■ Creative professional with a proven track record of delivering high-impact visual content across digital and print media. Skilled in multimedia design, visual communication, and web development to elevate brand identity and audience engagement.

EXPERIENCE

SALES ASSISTANT ARTIST: TJM PROMOS | REPORTS TO: ART DIRECTOR (2025-PRES)

- Oversee and approve artwork from both veteran and junior designers to ensure strict quality control and brand compliance while utilizing Salesforce to manage job tickets, log feedback, and optimize workflow efficiency across departments.
- Create high-fidelity product mockups for custom promotional items including trading pins, challenge coins, embroidered patches, and apparel; consistently complete hundreds of jobs per week under tight deadlines while maintaining exceptional attention to detail.
- Provide actionable design feedback, refine proofs, and collaborate with the sales team to translate client requirements into visually compelling final design drafts.
- Leverage Adobe Illustrator and Photoshop for production design, digital rendering, and template optimization; deliver print-ready files aligned with manufacturing specifications.
- Partner cross-functionally with other designers in a fast-paced team environment, frequently finishing in-progress artwork while demonstrating adaptability and a collaborative mindset.

FREELANCE DESIGNER: MULTIPLE PROJECTS | (2024- PRES)

- Edited both short- and long-form podcast content for clients, delivering polished video and audio using industry-standard tools. Developed cohesive brand identity packages and engaging motion graphic assets to elevate production value and audience retention across platforms.
- Collaborated with multiple brands to enhance their social media presence by designing high-impact infographics, platform-specific visuals, and campaign materials—driving stronger engagement and aligning with each brand’s voice and goals.
- Designed conference and trade show branding tailored to attract attention, capture qualified leads, and maximize booth traffic. Created cohesive design systems including banners, signage, merchandise, and promotional materials optimized for event visibility.

MULTIMEDIA DESIGNER: GUNDERLIN LTD | REPORTED TO: CFO (2024-2025)

- Created and implemented company-wide brand guidelines, establishing a modern, unified visual identity system across digital, print, and internal communications. Improved internal brand alignment and external recognition.
- Overhauled the company’s legacy website using UX/UI best practices, responsive frameworks, and performance optimization strategies. Delivered a sleek, user-centric interface that improved page load times and boosted visitor engagement across devices.

GRAPHIC DESIGNER: OITVOIP / MSP MEDIA NETWORK (SUBSIDIARY)
REPORTED TO: CEO - OITVOIP, CREATIVE DIRECTOR - MMN (2019 TO 2024)

- Developed comprehensive brand identity systems for MSP Media Network’s shows and podcasts, ensuring consistent, high-impact visual communication across all digital and video platforms.
- Illustrated the official mascot and contributed to the full branding of MSPGeekcon (500+ attendees), including event logos, custom merchandise, and marketing collateral. Strengthened event engagement, brand recall, and social media traction.
- Designed and delivered 100+ performance-driven marketing assets including social media graphics, infographics, and web banners using Adobe Creative Suite and Canva. Increased campaign reach and maintained strong brand alignment.
- Helped launch a branded Shopify storefront featuring 30+ products, including 20+ original merchandise designs such as apparel, and promotional swag. Established a new revenue stream and deepened brand affinity.
- Produced and edited motion graphics and multimedia assets for livestreams, podcasts, and virtual events. Contributed to over 8,000 live views and enhanced the company’s digital presence and community engagement.
- Collaborated with brands like ConnectWise and Kaseya to design co-branded webinar graphics and video content using Premiere Pro. Reinforced B2B partnerships and elevated brand professionalism.
- Maintained and optimized the company’s WordPress website by implementing front-end design updates that improved UX/UI consistency, accessibility, and site performance.

CONTACT

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SKILLS

- Brand Design
- Social Media Marketing
- Inbound Marketing
- Youtube/Podcast Branding
- Video Editing
- UI/UX Design
- Content Creation
- Front-End Web Development
- Visual Arts & Production
- Merchandise design
- Client-Facing Sales & Consultations
- Lead Generation & Prospecting
- Cross-Department Collaboration
- Team-Oriented Mindset

TOOLS & TECH

MARKETING & SALES PLATFORMS:
HubSpot, Google Workspace, Office 365, Zoom, Stream Yard, Restream, Shopify, Salesforce

DESIGN & CREATIVE TOOLS:
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Canva, Procreate, Wix Studio, WordPress, Figma

COMMUNICATION & COLLABORATION:
Slack, Microsoft Teams, Discord, Dropbox, Trello, ClickUp, Wrike.

EDUCATION

HUBSPOT ACADEMY — 2024
Inbound Marketing Certification

MIAMI LAKES EDUCATIONAL CENTER — 2016-2020

LANGUAGES

ENGLISH – Native proficiency
SPANISH – Fluent

REFERENCES

Available upon